



Issues Report

First Quarter 2010

WOOD TV8- Grand Rapids, MI:

WOOD TV8- Grand Rapids, MI

WOGC-CA- Grand Rapids, MI

Description of programming providing the most significant
treatment of community issues

WOOD TV8 Quarterly Issues Report

January – March 2010

| <u>PROGRAM</u> | <u>DAY</u> | <u>TIME</u> |
|---------------------------|---------------------|-------------------------|
| • 24 Hour News 8 Daybreak | Monday – Friday | 5:00 - 7:00 A.M. |
| • 24 Hour News 8 at Noon | Monday – Friday | 12:00 - 1:00 P.M. |
| • 24 Hour News 8 at 5:00 | Monday – Friday | 5:00 - 5:30 P.M. |
| • 24 Hour News 8 at 5:30 | Monday – Friday | 5:30 - 6:00 P.M. |
| • 24 Hour News 8 at 6:00 | Monday – Friday | 6:00 - 6:30 P.M. |
| • 24 Hour News 8 at 6:00 | Saturday and Sunday | 6:00 – 8:00 A.M. |
| • 24 Hour News 8 at 6:00 | Saturday | 6:00 – 6:30 P.M. |
| • 24 Hour News 8 at 6:00 | Sunday | 6:00 – 7:00 P.M. |
| • 24 Hour News 8 at 11:00 | Monday – Friday | 11:00 - 11:35 P.M. |
| • 24 Hour News 8 at 11:00 | Saturday and Sunday | 11:00 - 11:30 P.M. |
| • Maranda Where You Live | Saturday | 6:30 – 7:00 P.M. |
| • eightWest | Monday – Friday | 11:00 A.M. – 12 NOON |

Each program previously listed is a locally produced news programs presenting a mix of news, weather, sports and community issue related feature reports. Community issue segments usually have duration of one- to one-and-a-half minutes, unless otherwise indicated.

Connecting with Community continues to produce content driven PSA's topical to community needs and issues raised from our news department. Each month, a series of thirty second spots rotate on WOOD/WOTV/WXSP tagged with our Community Partners.

“Maranda Where You Live” is a locally produced weekly half-hour program featuring information, insights and inspiration for West Michigan parents.

“eightWest” is a locally produced daily one hour program featuring everything West Michigan.

WOOD TV8 is simulcast in it entirely on WOGC-CA, Grand Rapids, MI.

- NBC Nightly News Monday – Friday 6:30 - 7:00 P.M.

This is an NBC produced news program featuring news, information and perspectives on the daily events of the nation and the world. The program also features special features on issues and concerns of the nation. These special issue oriented reports are approximately three minutes long.

- TODAY Monday – Friday 7:00 - 11:00 A.M.

- TODAY Saturday 8:00 - 10:00 A.M.
- TODAY Sunday 8:00 - 9:00 A.M.

This NBC produced news program features news, interviews, weather and information segments and feature reports on issues and concerns of the American Public. The community issue segments usually are three to four minutes long.

- Dateline NBC Friday 9:00 - 10:00 P.M.

This NBC produced news magazine program focuses on three to four issues or entertainment oriented reports in each week's program. Many of these reports are investigative stories on controversial concerns of the nation. Each report averages ten to twelve minutes long.

Educational Issues

Including recognition of outstanding programs, learning styles, schools and teaching.

1. Program: 24 Hour News 8 at 6pm
Date Aired: January 4, 2010
Length: 2:00
Summary: "Bernard Contract" New contract for GRPS superintendent and what it means for the district.

2. Program: Where You Live
Date Aired: Saturday, January 23, 2010
Length: 2:00
Summary: Many parents don't realize that you need to enroll you children in Kindergarten already by February. We went out to a local charter school and talked about Kindergarten readiness and what parents need to know if sending their children to a charter school.

3. Program: Where You Live
Date Aired: Saturday, January 23, 2010
Length: 3:00
Summary: Just because your kids are only in middle school, that doesn't mean you shouldn't be talking to them about college. Middle school is the perfect time to start preparing your kids for college and to start thinking about their futures. We talked with experts from Ferris State University who gave us their best advice on college planning.

4. Program: 24 Hour News 8 at 6pm
Date Aired: February 14, 2010
Length: 1:45
Summary: "College Day". School event encouraging high school students to go to college.

5. Program: 24 Hour News 8 at 11pm
Date Aired: February 15, 2010
Length: 1:30

Summary: "Christian School" Community members starting their own Christian school.

6. Program: 24 Hour News 8 at 11pm
Date Aired: February 18, 2010
Length: 2:00
Summary: "Wayland No Confidence Vote" Teachers speak out against superintendent in Wayland due to security concerns.

7. Program: 24 Hour News 8 at 6pm
Date Aired: February 25, 2010
Length: 2:00
Summary: "West Catholic Bullying" Look at bullying on sports teams after police launch an investigation at Catholic High School.

8. Program: 24 Hour News 8 at 5pm
Date Aired: February 25, 2010
Length: 2:30
Summary: "Learning Loss" How much information do kids lose when they are not in school.

9. Program: Where You Live
Date Aired: Saturday, March 6, 2010
Length: 2:00
Summary: Collin Elementary School in Grand Rapids offers a Mad Science program for children after school. Each week kids learn a different form of science through hands-on experiments. The week we did the story kids were learned about physics and movement through different toys and games.

10. Program: Where You Live
Date Aired: Saturday, March 6, 2010
Length: 3:00
Summary: The Van Andel Institute offers a science academy for sixth and seventh graders. This is a two-year program where kids come after school and work in the labs, side by side with scientists. It's a hands-on way to learn and is perfect for sparking that interest in the field of science.

11. Program: 24 Hour News 8 at 11pm

Date Aired: March 10, 2010
Length: 2:00
Summary: "State of Schools" Grand Rapids State of our schools event, new proposals for schools.

12. Program: 24 Hour News 8 at 6pm
Date Aired: March 23, 2010
Length: 2:00
Summary: "School Cuts" A look at how proposed changes in law will impact classrooms

13. Program: Where You Live
Date Aired: Saturday, March 27, 2010
Length: 1:30
Summary: A career counselor from Ferris State University led a workshop with middle school girls from Vista and Ridge Park Charter Academies. She talked to the girls about the importance of higher education and did a "color wheel" test where the girls found out what career fields might be best based on their personalities.

Health & Fitness Issues

Focusing on methods of illness prevention and education people in order to encourage and promote maintenance of good health.

1. Program: Where You Live
Date Aired: Sunday, January 10, 2010
Length: 2:00
Summary: We did a story on Adam Barr and his family who have made a commitment to living a little healthier this year. Adam is running the Fifth Third River Bank Run and his wife is training with him as support. They are living a more active lifestyle and trying to eat healthier too, in order to set a good example for their children.

2. Program: Where You Live
Date Aired: Sunday, January 10, 2010
Length: 2:30
Summary: Meijer dietician, Shari Steinbach visited one of our viewers home and made over their pantry. This family didn't have very healthy eating habits and Shari showed them what little changes they could make that would have a big impact on improving their overall health.

3. Program: 24 Hour News 8 at 6pm
Date Aired: January 10, 2010
Length: 2:00
Summary: "Health Care Forum" How health care jobs in West Michigan are impacting health and the job market in West Michigan.

4. Program: Where You Live
Date Aired: Saturday, January 23, 2010
Length: 1:30
Summary: We followed a new mom as she learned a new fitness routine that incorporates her child. She was shown exercised to do on the floor with your baby, things using the stroller and ways to turn basic childcare tasks into a workout.

5. Program: 24 Hour News 8 at 5pm
Date Aired: February 2, 2010

Length: 1:45
Summary: "Autism Report" New study on autism and the alleged link to the MMR vaccine.

6. Program: 24 Hour News 8 at 11pm
Date Aired: February 7, 2010
Length: 2:00
Summary: "Ottawa Teen Pregnancy" New numbers show an increase in teen pregnancy.

7. Program: 24 Hour News 8 at 5pm
Date Aired: February 18, 2010
Length: 1:30
Summary: "Spectrum Transplants" Local hospital gets certificate of need to perform heart transplants, the first on this side of the state.

8. Program: 24 Hour News 8 Daybreak
Date Aired: March 3, 2010
Length: :30
Summary: "Junk Food Addicts" Study on how junk food is like an addictive drug.

9. Program: 24 Hour News 8 at 11pm
Date Aired: March 11, 2010
Length: 2:00
Summary: "Dr. Stokes Law" New law making it illegal to re-use single-use medical equipment. Follows local case with a "dirty doctor".

10. Program: Where You Live
Date Aired: Saturday, March 13, 2010
Length: 3:00
Summary: Our Meijer dietician, Shari Steinbach, showed us how simple meal planning can lead to healthier eating and saving money. Shari walked us through their online meal planning tool and showed how to stretch your dollar at the grocery store.

11. Program: 24 Hour News 8 Daybreak
Date Aired: March 21, 2010
Length: 2:00
Summary: "Inside the Health Bill" Looking at what healthcare reform means to coverage for people.

12. Program: Where You Live
Date Aired: Saturday, March 27, 2010
Length: 2:00
Summary: Our friends from Priority Health lead a group of local teenage girls in strength building exercises. During the teenage years, many girls become in-active and tend to gain weight. They showed the girls some simple things they could do to stay active while still having fun.

13. Program: 24 Hour News 8 at 5pm
Date Aired: March 31, 2010
Length: 1:40
Summary: "Hospital Mistakes" A report on mistakes hospitals can make that can lead to illness or death, and where to go to see how your local hospital ranks.

Community & Volunteer Efforts

Programs aimed at highlighting efforts of individual volunteers or volunteer organizations in West Michigan in hopes of encouraging more people to share their time and talents with those in need. Community efforts and campaigns are also included.

2. Program: 24 Hour News8 at 5pm
Date Aired: January 14, 2010
Length: 1:30
Summary: Live in studio talking about the tragedy in Haiti and launching a campaign w/Spartan stores to help with the relief efforts with the Salvation Army.

3. Program: Campaign "Help for Haiti"
Date Aired: January 15 - 24, 2010
Length: :30
Summary: Campaign w/PSA's asking for donations to be dropped in the familiar Salvation Army Red Kettles at over 20 area Spartan Stores. All funds go to the relief efforts in Haiti due to the massive earthquake.

4. Program: 24 Hour News 8 at Daybreak
Date Aired: January 15, 2010
Length: 2:00
Summary: Kick-off live at a Spartan Store interviewing Salvation Army about their relief efforts and how people can help by donating at all the Red Kettles at over 20 different Spartan Stores.

5. Program: 24 Hour News8 at Noon
Date Aired: January 15, 2010
Length: 1:30
Summary: Live interview at Spartan Store with Jeanne Norcross about asking viewers to donate to the relief efforts with the Salvation Army to help in Haiti.

6. Program: 24 Hour News8 at 5:00
Date Aired: January 15, 2010
Length: 1:30
Summary: Segment at Spartan store asking for donations to help the

Salvation Army with their relief efforts in Haiti.

7. Program: 24 Hour News8 at Noon
Date Aired: January 18, 2010
Length: 1:30
Summary: Live interview and coverage of the MLK events at GRCC.
8. Program: 24 Hour News 8 at Daybreak
Date Aired: January 19, 2010
Length: 1:30
Summary: Live at Woodland Mall with the Salvation Army during their Radiothon with WLite to help raise funds for Haiti.
9. Program: 8west
Date Aired: January 21, 2010
Length: 5:30
Summary: Interview promoting God's Kitchen benefit event 'soup's on for All.'
10. Program: 24 Hour News 8 at 6pm
Date Aired: January 21, 2010
Length: 2:00
Summary: "Beachnaw Sister" Community gathering money to get hotel rooms for troops so they can stay for soldier's funeral.
11. Program: 24 Hour News 8 at 6pm
Date Aired: January 24, 2010
Length: 2:00
Summary: "Haiti Help" Community group organizing aid for Haiti.
12. Program: 24 Hour News 8 at 11pm
Date Aired: January 30, 2010
Length: :35
Summary: "Giant Awards" Community award given to African American Community members.
1. Program: Where You Live
Date Aired: Saturday, February 6, 2010
Length: 3:00

Summary: Reeths Puffer High School recently held a Power of Purple event to raise money for the Van Andel Institute. Students at the basketball game all wear purple and raised over \$20,000 to go towards cancer research.

13. Program: 24 Hour News 8 at 5pm
Date Aired: February 10, 2010
Length: 1:45
Summary: "Grand Rapids Taxes" Reaction to tax increase proposal to cover police and fire protection.

14. Program: 24 Hour News 8 at 11pm
Date Aired: February 13, 2010
Length: 1:45
Summary: "Warm Walk" Community walk for Warmth Campaign to help families heat their homes in the winter.

15. Program: 24 Hour News 8 at 5pm
Date Aired: February 19, 2010
Length: 2:00
Summary: "Georgetown Township Family Fare" Fight over little league fields and a push to turn them into a development.

16. Program: Where You Live
Date Aired: Saturday, February 20, 2010
Length: 3:00
Summary: MomsBloom is a community organization that provides free support services to new mothers. They send volunteers into your home and can help with cooking, cleaning, basic baby needs and provide a listening ear to moms suffering from post-partum depression.

17. Program: 24 Hour News8 at 5:00
Date Aired: February 23, 2010
Length: 1:35
Summary: Call for entries for the Connecting with Community Awards showcasing last year's winners.

18. Program: 24 Hour News 8 at 6pm
Date Aired: March 5, 2010
Length: 2:00

Summary: "Can Deposits" Investigating community complaints about businesses not complying with the state bottle deposit law.

19. Program: 24 Hour News 8 at 11pm
Date Aired: March 18, 2010
Length: 2:00
Summary: "Trash Tags" String of thefts of mandated trash tags in the city of Grand Rapids, what people are doing to not become a victim.

20. Program: 24 Hour News 8 Daybreak
Date Aired: March 18, 2010
Length: 2:00
Summary: "AED Hockey Rinks" Community group working to put AED's in hockey rings to help save lives.

21. Program: Where You Live
Date Aired: Saturday, March 20, 2010
Length: 3:00
Summary: The Fernandez Family of Caledonia is giving back this spring break. Their family is traveling to a dump in Mexico and doing ministry work. We talked to the family about why they are volunteering and how this trip is impacting their family.

22. Program: 24 Hour News8 at Noon
Date Aired: March 26, 2010
Length: 1:25
Summary: The first of eight Connecting with Community Awards finalists. Today's nominee is the Grand Rapids Original Swing Society.

Safety

Programs that promote safety in homes and for families in West Michigan communities.

1. Program: 24 Hour News 8 at 6pm
Date Aired: January 4, 2010
Length: 2:00
Summary: "Sledding Safety" Package on safety after a deadly sledding accident.

2. Program: 24 Hour News 8 at 5pm
Date Aired: January 15, 2010
Length: 1:30
Summary: "Ottawa Hills Violence" Story about recent violence in the high school, what is being done.

3. Program: Where You Live
Date Aired: Saturday, January 16, 2010
Length: 2:30
Summary: We interviewed an ER doctor about winter safety. He talked to us about precautions that parents should take before sending their children outside to sled, snowboard, ski or snowmobile.

4. Program: 24 Hour News 8 at Noon
Date Aired: January 29, 2010
Length: 2:00
Summary: "Cell Phone Crash Study" Study on the dangers of texting while driving, and the push to ban the practice in Michigan and other states.

5. Program: 24 Hour News 8 at 11pm
Date Aired: February 10, 2010
Length: 2:00
Summary: "Prison Guard" Prison guards caught on tape roughing up an inmate. State says most should get their jobs back.

6. Program: Where You Live
Date Aired: Saturday, February 20, 2010
Length: 1:30
Summary: There are many safety precautions that new parents need to take before bringing home their baby from the hospital. We talked with a nurse at Helen DeVos Children's Hospital who told us about shaken baby syndrome, proper car seat installation, safety latches in the house and more.
7. Program: 24 Hour News 8 at 5pm
Date Aired: March 12, 2010
Length: 2:00
Summary: "East Grand Rapids Taser Folo" Inside the use of tasers at West Michigan Police Departments following an incident that ended in a man's death.
8. Program: Where You Live
Date Aired: Saturday, March 20, 2010
Length: 2:30
Summary: With spring break approaching, many kids will be left home alone for the week while parents are working. We talked to a local pediatrician about things that parents need to discuss with their kids before leaving them home alone. This included internet, phone and kitchen safety.
9. Program: 24 Hour News 8 at Noon
Date Aired: March 29, 2010
Length: :30
Summary: "Fire Danger" Talking about the increased fire danger and what people need to do to prevent small fires from becoming large fires.
10. Program: 24 Hour News 8 Daybreak
Date Aired: March 31, 2010
Length: 2:00
Summary: "Online Taxes" Anne Schieber alerts taxpayers to a line on their

taxes that could cause them financial difficulties if they don't fill it out.